# Exchange 2000 Server: Product Positioning Framework

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| **Customer Promise** | ***Microsoft Exchange 2000 is the reliable, easy to manage platform for messaging and collaboration that brings people and knowledge together.*** | | |
| **Tagline** | ***Connecting people with knowledge*** | | |
| **Top-level Benefit Statements** | ***Exchange 2000 Server is a reliable, scalable, easy to manage infrastructure that provides 24x7 messaging and collaboration with low total cost of ownership.*** | ***Exchange 2000 Server provides a rich set of services for developers building and deploying collaborative Web solutions that automate business processes.*** | ***Exchange 2000 Server enables access to the people and information you want, anytime and from anywhere.*** |

| **Enhanced Messaging and Collaboration Platform** | | |
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| **Benefit** | **Support Point** | **Technical Evidence** |
| **Leading integration with Windows 2000** | Leverage Windows 2000 investment | Exchange Server extends your Windows 2000 Server investment to messaging and collaboration to maximize IT resources and minimize management overhead. |
| | Create a unified enterprise directory with Active Directory | Exchange 2000 leverages the full power of Windows 2000 Active Directory, enabling system administrators to create a single, unified enterprise directory. |
| | Access Exchange with high performance Web services | Tight integration with Internet Information Server enables high performance Web access to Exchange 2000 e-mail, collaborative data, and applications. |
| **Reliable, scalable platform with low total cost of ownership** | Consolidate servers while increasing system availability | Consolidate users onto a smaller number of servers while reducing recovery time by splitting a single logical database across multiple physical databases. |
| | Enable highly reliable messaging and collaboration | To increase Exchange Server's already high levels of reliability, Exchange 2000 Server features two-way Active/Active clustering when using Windows 2000 Advanced Server. |
| | Scale to millions of users for hosted environment | Exchange 2000 Server extends the scalability of Exchange to hosted services for millions of users through an unlimited database and a distributed configuration architecture that enables services to be partitioned across servers. |
| **Secure and easy to manage** | Centralize management for lower cost of ownership | Administration of Exchange is easier through integration with the familiar, single-seat management interface provided by the Microsoft Management Console (MMC) in Windows |

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| **infrastructure** | | 2000. |
| | Provide the highest levels of security | Exchange 2000 uses the full power of Windows 2000 to ensure messaging and collaboration security, using Windows 2000 Access Control Lists (ACL's) for setting permissions on all Exchange resources. |
| | Change administrative policies quickly | A flexible policy model enables system administrators to change options across a set of objects (e.g. user mailboxes, servers, public folders) in a single operation |
| | Extend the Exchange management interface for easier administration | Exchange 2000 administration can be customized in several ways, including specialized MMC snap-ins and a programming interface used to build customized management applications. |
| **High-performance and Internet-ready** | Use Exchange for streaming media | The Exchange 2000 database is optimized for high-performance streaming of multimedia data types, such as voice and video, for advanced communication features such as unified messaging. |
| | Increase the speed of Internet email | Exchange 2000 Server significantly increases the performance of Internet email by enabling email clients to store and retrieve MIME content directly from Exchange 2000 without format conversion. |
| | Use high performance email delivery to speed communication | Exchange 2000 Server takes integration with the Internet to a new level, providing high-performance, fault-tolerant routing of email messages between servers using an advanced algorithm and SMTP as a peer to X.400-based routing. |

| Microsoft Exchange Web Storage System Collaboration and Applications | | |
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| **Benefit** | **Support Point** | **Technical Evidence** |
| **Easy Access to Information** | Access information from a wide variety of client software | Information stored in the Microsoft Web Store can be accessed through a variety of client software, including Microsoft Outlook, any Internet-standard email client, the Windows File Explorer, any Web browser, and any Windows 32-bit applications. |
| | Find information quickly | The Web Store includes built-in content indexing, enabling high speed, accurate full text searches across a diverse set of information types, such as email messages, Web content and Office documents. |
| | Easily access information with a Web browser | All data stored in the Web Store can be accessed through a Web browser with a user-friendly URL. |
| **Leading integration with Office 2000** | Save documents directly into the Web Store | Office 2000 users can store and retrieve Office documents directly to the Web Store using the standard File Save/As and File Open dialog boxes, providing a consistent model and set of tools for managing email and documents together. |
| | Manage e-mail and documents together | Exchange 2000 and Office 2000 enable you to manage your email and documents in a single set of folders, providing a consistent user interface for managing information. |
| | Use properties to keep track of documents | User-defined and application-defined custom properties (such as document author, workflow recipient, or description) are stored with each item in the database, providing powerful |

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| | | opportunities for viewing and searching of information. |
| **High-performance Web applications** | Build and host native Web applications | Exchange 2000 includes built-in services for building high-performance Web applications, including XML, Web DAV and ASP (Active Server Page) support, custom data access forms, business logic events and reusable components. |
| | Develop solutions rapidly | Use Collaboration Data Objects (CDO) for Exchange 2000 to rapidly develop applications. CDO for Exchange 2000 includes enhanced calendaring and contact management, and is dual-interfaced for programming in C++, VB, VB Script, Java Script, and Java. |
| | Deploy new applications quickly | Secure replication of data and application design to multiple servers within a network means easy deployment of new applications and updates to existing applications across the enterprise. |
| | Use building blocks to add collaboration to applications | Collaborative functionality such as group scheduling and discussion groups available as objects that can be used as building blocks for a wide range of business solutions. |
| **Automate business processes** | Build workflow applications | Workflow objects, asynchronous events, and synchronous events provide a high performance, reliable, and secure engine for departmental and enterprise workflow and tracking applications. |
| | Lay out workflow designs with a graphical tool | Design workflow layouts that leverage the power of Exchange Server's built-in workflow engine for automating business processes. |
| **Leverage Existing Tools and Skills** | Access data using standard interfaces | Data access technologies such as OLE/DB and ADO enable developers to leverage their existing skills and applications when building Web Store applications. |
| | Develop applications with commonly available tools | Web Store applications can be built with development tools such as Microsoft Visual Studio and Microsoft FrontPage 2000. In addition, Exchange Server includes Microsoft 2000 Developer tools for creating applications that combine Exchange and Microsoft Office 2000. |
| | Use XML to link the Web Store to other business servers | XML support makes it easy to share data from Exchange with other applications within an organization, which business partners, and with customers. |

| Anytime, Anywhere Communication (includes Microsoft Conferencing Server) | | |
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| **Benefit** | **Support Point** | **Technical Evidence** |
| **Access information from anywhere** | Take advantage of enhancements to Outlook Web Access | The Outlook Web Access client has been significantly improved in performance, scalability and ease of use, and provides a robust client for remote users, home and occasional users, and users of non-Windows and non-Macintosh computers. |
| | Access information with a wide range of client software | Information in Exchange can be accessed using your choice of clients, including Office 2000, Web browser, Windows Explorer, cellular phones, and handheld computers providing access to information when and where you need it |
| | Use Exchange as a complete Unified | Exchange 2000 includes new capabilities such as support for VPIM and built-in voice forms designed to give knowledge workers access to their email and Web Store content anytime, |

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| | Messaging platform | anywhere, from any device. |
| **Communicate instantly** | Send ad-hoc “instant” messages | Users of Exchange 2000 Server can send ad hoc, urgent communications that appear on another user’s screen, opening up new avenues for team collaboration and business responsiveness. |
| | Create a “buddy” lists | Exchange 2000 Server enables users to see presence information, (similar to the “buddy list” concept on the Internet) for other users, indicating whether the user is online, out of the office, or busy. |
| | Use enhanced chat services for collaboration | Exchange 2000 chat services allow users to interact within online communities. They can be scaled to 20,000 users per server and are integrated with Windows 2000 Active Directory to provide a single point for configuring channels, bans, and network settings. |
| **Work together using data and video conferencing** | Collaborate with data conferencing and application sharing | Exchange 2000 Conferencing Server provides an enterprise-ready client/server solution for real-time conferencing, document authoring, white boarding, text discussion and file transfer. |
| | Use any standard conferencing client, including NetMeeting | Exchange 2000 Conferencing Server can be used with any standard T.120 client (such as Microsoft NetMeeting), and includes a unified Web client experience for data and videoconferencing. |
| | Deploy videoconferencing in organizations of all sizes | Exchange 2000 Conferencing Server offers multi-person, continuous presence videoconferencing using IP-multicast and TAPI 3.0 features of Windows 2000. In addition, it includes a bridge to enable H.323 clients to fully participate with IP-multicast clients in videoconferences. |
| | Use Microsoft Outlook for easy conference scheduling | End users have “single-click” access to conferences from their calendar. Scheduling takes place either from Outlook or from a browser using Outlook Web Access. |
| **Easily manage conferencing** | Coordinate all conferencing technologies and resources | Exchange 2000 Conferencing Server is responsible for the overall coordination of different conferencing technologies as well as the administration of limited corporate conferencing resources. Conference Management Service keeps track of scheduled conferences and provides administrators with control of attendee access to conferences. |
| | Control bandwidth consumption and server usage | Administrators can set a limit on the number of simultaneous connections available for conferencing, something that is not possible in a peer-to-peer solution. The result is administrative control of video traffic on the network as well as load placed on conferencing servers. |
| | Use Windows 2000 to manage conferences | Conferencing resources are stored in the Active Directory, and are administered with the same tools used to manage messaging and networking resources. Exchange 2000 Conferencing Server also uses the ACL and Public Certificate mechanisms in Windows 2000, allowing control over who schedules and joins conferences. |
| | Use intelligent topology configuration to reduce bandwidth consumption | Exchange 2000 Conferencing Server analyzes who is joining a meeting and automatically creates the optimal server configuration for the conference. |